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### SPOTLIGHT ON UNWTO ELIBRARY

Dr.S. NirubaSethukumari

*Assistant Librarian Kerala Institute of Tourism and Travel Studies (KITTS) Thycaud, Thiruvananthapuram - 695 014., nirubasathish@gmail.com*

Dr.A. Thirumagal

*Librarian Manonmaniam Sundaranar University, Tirunelveli - 627 012, Tamilnadu, India*

Dr.M. Mani

*Librarian, Einstein College of Arts and Science, (Affiliated to Manonmaniam Sundaranar University) Sir C.V.Raman Nagar, Seethaparpanallur, Tirunelveli - 627012, Tamil Nadu., mmani.lib@gmail.com*

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## **SPOTLIGHT ON UNWTO ELIBRARY**

**Dr.S.NirubaSethukumari**

Assistant Librarian

Kerala Institute of Tourism and Travel Studies (KITTS)

Thycaud, Thiruvananthapuram - 695 014.

**Dr.A.Thirumagal**

Librarian

Manonmaniam Sundaranar University

Tirunelveli - 627 012, Tamilnadu, India

**Dr.M.Mani**

Librarian, Einstein College of Arts and Science,

(Affiliated to Manonmaniam Sundaranar University)

Sir C.V.Raman Nagar, Seethaparpanallur, Tirunelveli - 627012, Tamil Nadu.

### **Abstract**

*Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Modern tourism is closely linked to development and encompasses a growing number of destinations.(Lew, Hall, & Williams, 2004) This paper analyses the origin and features of United Nations World Tourism Organization (UNWTO) like building a consortium and its UNWTO elibrary facilities like its publications which includes, ebooks, e journals, World Tourism barometers and dashboards. In addition to 500 free documents on current tourism trends, large number of publications on the impact of Covid 19 on global tourism is also available in the website.*

**Keywords:** UNWTO, Tourism, ELibrary, UNWTO Academy.

### **Introduction**

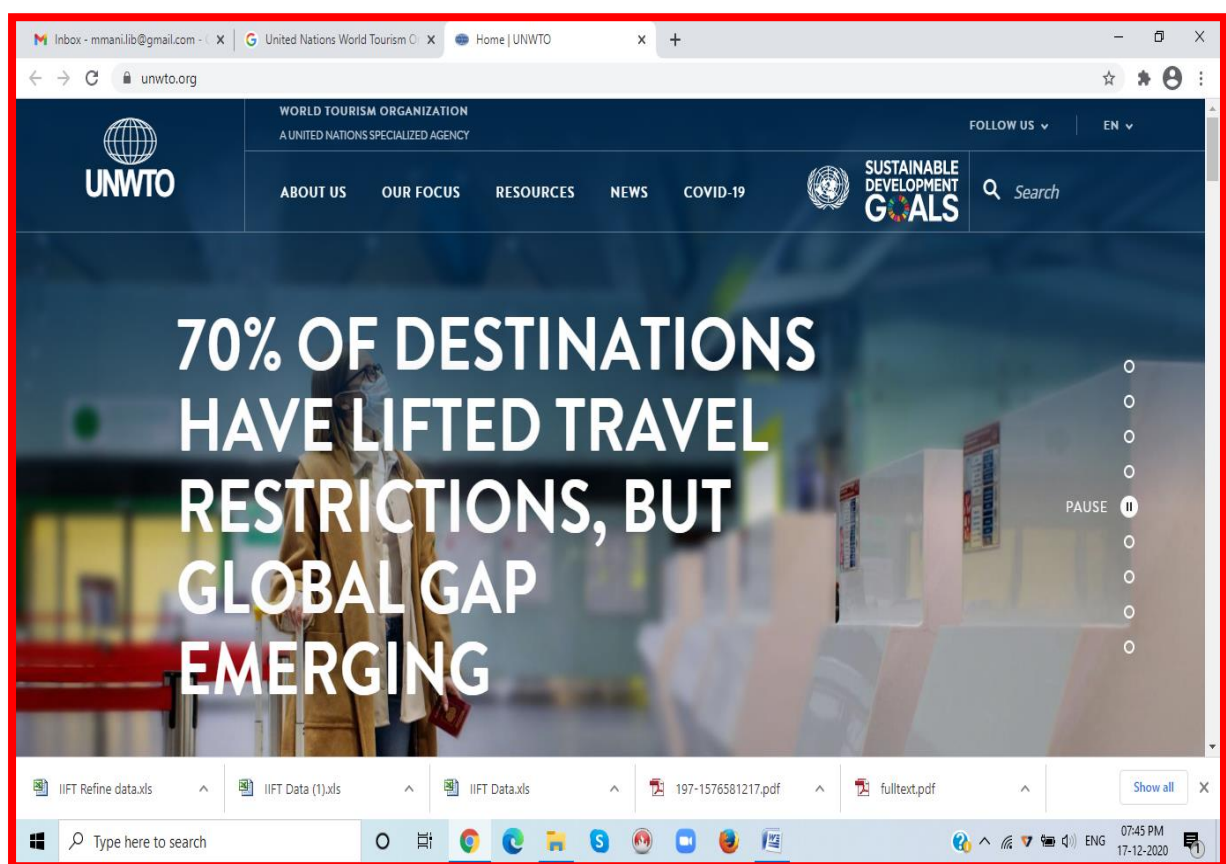
The United Nations (UN) was formed after World War II with the mission of maintaining international peace and security.(Goeldner, 2006) With almost 200 member states, United Nations overseas numerous programmes and funds, and since 1946 has negotiated agreements to establish working relationships with more than a dozen independent international organizations. These organizations, known as UN “Specialized agencies”, have long served as sources of information for business researchers. UN specialised agency that devotes much of its efforts to the promotion and development of sustainable tourism is the United Nations World Tourism Organizations (UNWTO). (Best of the Best Business Reference Web Resources 2019).

## United Nations World Tourism Organization (UNWTO)

The World Tourism Organization came into existence on January 2, 1975 as the successor to the International Union of Official Travel Organization (IUOTO) (Goswami & Ravindran, 2001). The head Quarters of WTO was setup in Madrid in Spain in January 1976 as per the resolution of the first General Assembly of the WTO. In order to distinguish between the World Trade Organization (WTO) and the World Tourism Organization (UNWTO), the UN General Assembly decided to add UN before the World Tourism Organization on 1 December 2005; it was renamed as UNWTO, an allied member of the UN. It is the apex international organization in the field of Tourism.

United Nations World Tourism Organization (UNWTO) is responsible for promotion of responsible, sustainable and universally accessible Tourism. It was a grouping of countries, organizations and individuals involved in Tourism. (Vasudevan, Vijayakumar, & Roy, 2017).

The UNWTO has 157 member countries, 6 associate members, and over 500 affiliate members, consisting of organizations, educational institutions, tourism associations and local tourism authorities. The headquarters of UNWTO is in Madrid, Spain.



**Figure: 1 UNWTO Home Page**

## **Objectives of UNWTO**

1. Mainstreaming tourism in the global agenda
2. Improving tourism competitiveness
3. Promoting sustainable tourism development
4. Advancing tourism contribution to poverty, reduction and development
5. Fostering knowledge, education and capacity building
6. Building partnership with private sector, regional and local tourism organization, academic and research institutions, civil society and the system to build a more sustainable , responsible and competitive system.

The UNWTO homepage is colourful and informative, with easy to find sections for news, events and key issues. It also features a basic search box and links to the agency's social media postings (Swain & Mishra, 2012). Visitors to the site will experience a menu ribbon across the top for information under multiple categories. The about us category leads to detailed description of UNWTO'S management, Governing bodies, member states, affiliate members and General liaison Office. Under Regional department, the publications and tourism trends of Africa, Americas, Asia and the Pacific, Europe and Middle East are listed.

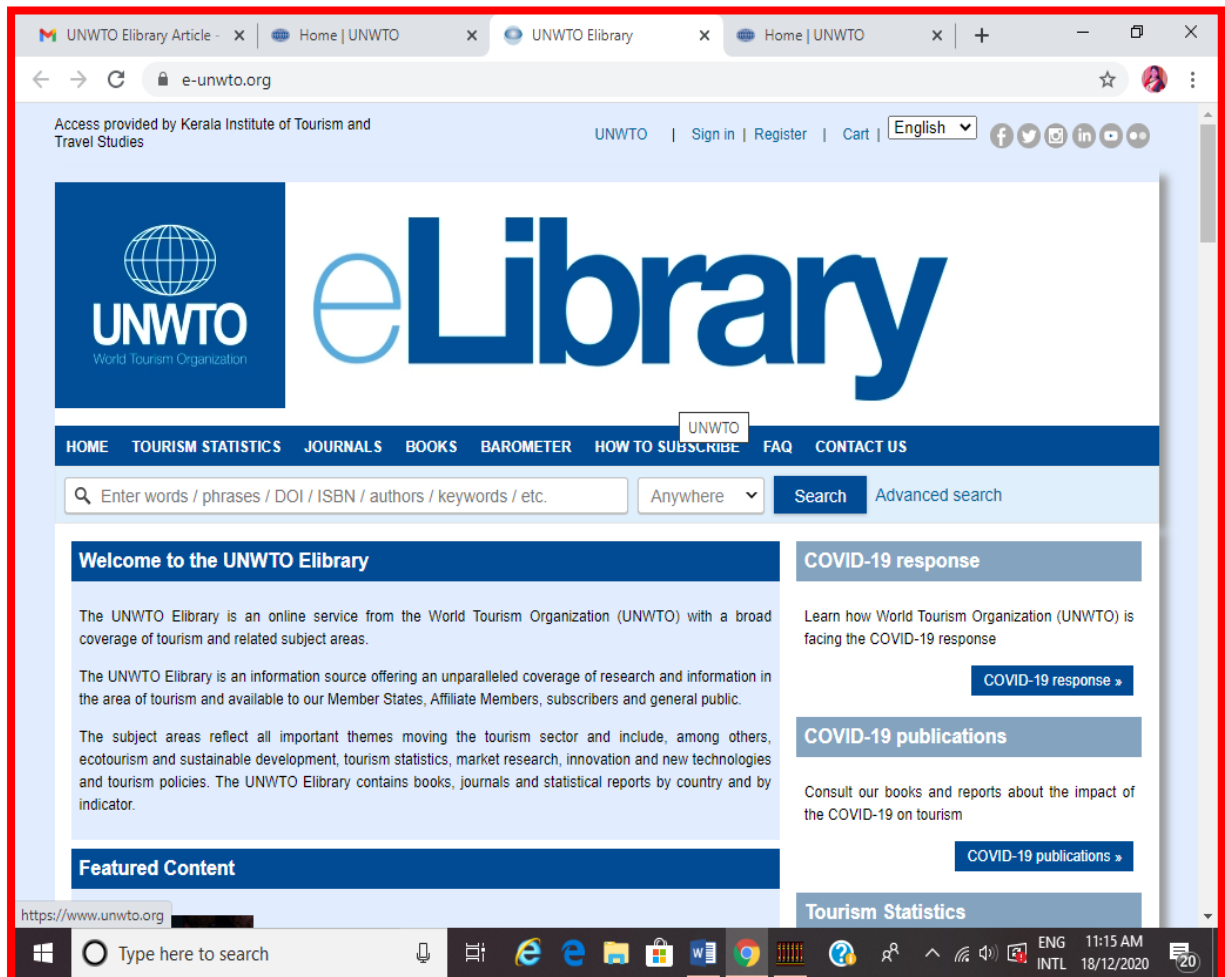
In the category of UNWTO and the UN System, the importance of Tourism, and 2030 Tourism Agenda, followed by Tourism & Sustainable Development Goals (SDG) and World Tourism day events and celebrations in 2020 are described.

In the main bar, in our focus, UNWTO focuses more on Sustainable development which elaborates how UNWTO strives to conserve bio diversity and urge the tourism sector to transform and advance towards decoupling growth from emissions in accordance with climate change. Vision of Global Tourism plastics initiative of UNWTO unites Tourism sector and enables business, Governments and other Tourism stakeholders to take concrete action. UNWTO initiated project called Hotel Energy Solutions initiated the collaboration with a team of United Nations and EU leading agencies in Tourism and Energy and this project bridge the existent gap between available energy efficiency and renewable energy technologies and their actual use in SMEs.

The UNWTO Programme, One Planet Sustainable Tourism Programme is committed to support the recovery of the Tourism sector from Covid 19, by networking that leads the shift to sustainable consumption and production and giving tools and solutions.

The focus on Market intelligence, policy and destination management, product development works to provide knowledge and strategic guidance to support tourism destinations and the sector at large to become more competitive and improve destination management through efficient policies and governance.

## Elibrary of UNWTO



**Figure: 2 Elibrary of UNWTO**

It is an online service from the United Nations World Tourism Organization, with a comprehensive coverage of tourism and related subject areas. The Library includes all the UNWTO publications since 1971 in electronic format and it is a comprehensive information source offering an effective coverage of research and information in the area of tourism. Elibrary is the leading resource of Tourism information, especially for Government Organizations, companies, consultancies and academic institutions dealing with tourism, business, political science and public administration, environmental studies and cultural geography.

The subject areas reflect all important themes on tourism sector and include ecotourism, sustainable development, finance and investment, risk and crisis management, market research tourism statistics and poverty alleviation. Altogether the Library, as a knowledge centre is having more than 1100 books, working documents and the statistical report from the Tourism fact book. Within the UNWTO E library, more than 1400 electronic publications and 1700 tourism data sets on domestic, inbound and outbound tourism are updated regularly. UNWTO Depository library programme fosters the access of UNWTO knowledge in tourism to a wider audience worldwide. E-Library includes details of Tourism statistics, which provide latest and most up-to-date Tourism statistics for all the countries and regions around the world. Data on inbound, domestic and outbound tourism is available as well as on tourism industries, employment and complementary indicators. All available tables are displayed and can be accessed individually.

Tourism dashboard option provides insights on key performance indicators for inbound and outbound tourism at the global, regional and national levels.

**UNWTO World Tourism Barometer and Statistical Annex** is available in English, French, Spanish and Russian version. It is a bi monthly publication of UNWTO that monitors short term tourism trends on a regular mode to provide global tourism stakeholders with updated analysis on International tourism and explains short term latest tourist statistics in a nutshell. The information is updated often and includes an analysis of the latest data on tourism destinations and source markets. The barometer also includes a confidence index which provides an evaluation of recent performance and short term prospects on international tourism.

UNWTO Secretariat compiled this data of Barometer, based on preliminary data reported by the institutions of the various countries and territories through websites, news releases and bulletins or provided through direct contacts with officials or through international organizations such as Caribbean Tourism Organizations (CTO) and European Travel Commission (ETC).

In the tables on International tourist arrivals, data for the various UNWTO regions, series are served as an indicator of trends in selected destinations. The sub regional totals are approximations for the whole sub regions prepared by UNWTO based on trends in the countries with data available.(Gee, 1997)

For destination countries, receipts from international tourism count as exports in the balance of payments through travel of each country and cover all transactions related to the consumption of goods and services by international visitors, such as accommodation, food and drink, fuel, domestic transport, entertainment, shopping, etc.

### **UNWTO Tourism statistics**

The United Nations recognizes the World Tourism Organization (UNWTO) as the appropriate organization to collect, analyse, publish, standardize and improve statistics on tourism and to promote the integration of these statistics within the sphere of the United Nations system. Based on this, UNWTO Statistics Department collects tourism statistics and disseminates them through two publications: the Compendium of Tourism Statistics and the Yearbook of Tourism Statistics. The Methodological Notes to the UNWTO Database contain all the relevant metadata, country notes and methodological documentation in reference to the data included in these publications.

The Compendium of Tourism Statistics 2020 provides statistical information on tourism in 203 countries and territories for the period 2014 – 2018. This is a reference guide for the measurement and analysis of the tourism sector. Together with the Yearbook of Tourism Statistics, it constitutes the UNWTO's main dataset and publication of annual tourism statistics. Both publications are derived from UNWTO's tourism statistics database, which constitutes the most comprehensive statistical information available on the tourism sector. The 2020 edition of the Compendium is the thirty-ninth in a series that began in 1975 as a biennial Publication, and which has been produced annually since 1986. The structure of the Compendium is coherent with the internationally agreed system of definitions, concepts and classifications for tourism statistics.

The objective of the Compendium is to make readily available in one publication a comprehensive set of data on tourism. The Compendium contains 145 internationally-comparable basic data series and indicators on:

The basic information framework underpinning the Compendium can be found in the Conceptual References and Technical Notes. The macroeconomic indicators are prepared by UNWTO. The 2020 Compendium edition is available in English, with indicator names, conceptual references and country notes provided in English, French and Spanish. Therefore, any corrections or changes received after this date will only be included in the next edition. The Compendium is principally a database of regularly updated annual information per country available in electronic format from 1995 in the

UNWTO Library. Users seeking the latest available statistics for shorter reference periods or regional aggregates are invited to consult other UNWTO publications available in the UNWTO Elibrary, notably the UNWTO World Tourism Barometer.

UNWTO systematically gathers tourism statistics from countries and territories around the world into a vast database that constitutes the most comprehensive statistical information available on the tourism sector. This database is comprised mostly of over 145 tourism indicators which are updated regularly. Fact Sheets for over 220 countries and territories with the latest available data, available for download.

Indicators on the economic contribution of tourism, such as Tourism Direct Gross Domestic Product, are to be derived in accordance with the Tourism Satellite Accounts, i.e. Recommended Framework standard. Compilation according to such international standards ensures international comparability across countries and time.

In addition, UNWTO is working closely with countries and international organizations in the development of a statistical framework for Measuring the Sustainability of Tourism. This framework aims to become an international standard to measure tourism more widely, including not only the economic, but also the social and environmental dimensions of sustainability.

As the custodian to the Sustainable Development Goals indicators, UNWTO has been collecting worldwide information on Tourism Direct GDP and on the implementation of international standards for the measurement of the sustainability of tourism, such as Tourism Satellite Accounts (TSA) and the System of Environmental-Economic Accounting (SEEA).

Updated and reliable information is more important in the Covid 19 pandemic season. This landmark report of UNWTO, titled, “Covid 19 and transforming Tourism” makes clear what is at stake - the threat of losing tens of millions of direct tourism jobs, the loss of opportunities for those vulnerable populations and communities who stand to benefit most from tourism, and the real risk of losing vital resources for safeguarding natural and cultural heritage across the world.

### **UNWTO Academy**

As the Covid 19 situation evolves, full and partial

1. Inbound tourism
2. Domestic tourism
3. Outbound tourism
4. Tourism industries
5. Employment
6. Complementary (macroeconomic) indicators



The data included in the Compendium correspond to official statistics collected by governments or national tourism administrations and reported regularly to UNWTO through various questionnaires. The UNWTO Statistics Department disseminates the data after performing various data quality checks both in terms of data validation and data similarity with the historical series and related data as well as with the data set published in the Yearbook of Tourism Statistics. Not all countries and territories produce the complete data series requested in the questionnaires. Travel restrictions imposed throughout the world. This situation represents unique opportunity for tourism professionals to improve their knowledge and skills. Tourism online academy focus on concepts, area of interest and fundamental principles related to tourism, hospitality and destination management industries. To know more on current trends, webinars are delivered by UNWTO and partner experts. Catalogues of online resources are constantly updated with the contribution of UNWTO TedQual certified institutions, UNWTO affiliate members and other collaborating institutions and organizations. For browsing Journals and books published by UNWTO, advanced search category facility is available.

In Quick Search option, after typing any word, term or phrase in the search field, the search engine searches in the full text, titles, keywords, abstracts, ISBN, ISBN and DOI. The result of the search will be a complete list of items that match with the terms of the search sorted by relevance.

### **Advanced Search**

This option offers you the possibility to search only per title, keywords, abstract or anywhere. To refine further, you can search in multiple fields adding a row(s) and including more search terms. The “publication date” option lets you limit the results per date.

### **Boolean searches**

Boolean Operators AND, OR and NOT can be used in search fields. By default an AND relationship is assumed between search terms unless another operator is specified.

### **Searching for phrases**

Search terms can be enclosed with quotation marks to search for an exact match of that phrase. Without quotation marks, articles including all of the search terms somewhere in the article will be listed. For example searching for “sustainable development” will find articles containing that exact phrase.

### **Wildcards**

Using a question mark (?) in a search term to represent any one character and use an asterisk (\*) to represent zero or more characters. Wildcards cannot be used at the start of a

search term or when searching for phrases in quotes. For example, searching for Europe\* will find results containing Europe and European.

### **Journal Search**

Select an option of the drop-down menu. Next, you can type the year, volume, issue and/or pages to search an article in particular. For example, selecting UNWTO World Tourism Barometer (English version) and typing 2017, will find all the issues of 2017.

The search category of tourism statistics features, browse by country or browse by economics group like and browse by indicators like country-specific, inbound tourism, domestic tourism, outbound tourism, tourism industries employment and complementary indicators.

In addition to press release photos, and videos the communication category provides links to tourism facts and figures, including statistical information that can be downloaded as PDF files. Information seekers will also appreciate the Glossary of Tourism Terms with UNWTO definitions that explain concepts such as how a “Tourism Trip “is classified according to its purpose.

The UNWTO Library subscription offers a permanent access, during 12 months, to the Elibrary content (Publications, World Tourism Barometer and/or Statistical Data). The access is made by IP recognition, if recommended for institutions or by username and password. Apart from this the basic details and statistics are available as open access.

### **UNWTO Tourism Data Dashboard**

Provides statistics and insights on key indicators for inbound and outbound tourism at the global, regional and national levels. Data covers tourist arrivals, tourism share of exports and contribution to GDP, source markets, seasonality and accommodation.

Dashboard also provides details of Tourism recovery tracker worldwide as how to restart tourism in an increasing number of countries and monitoring relevant indicators. It analyses how Covid 19 affects international tourism, measures to mitigate the effect of Covid 19 crisis in travel and tourism sector and accelerate recovery.

Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities". Under the title “Touch Points”, instructions are given to join the UNWTO mailing list. In the focus area of **Sustainable tourism development**, guidelines and

management to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments are given. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

Thus sustainable tourism should:

1. Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
2. Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
3. Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

### **Language Services**

Multilingualism and language diversity are integral part of tourism experience and tourism development, the department of language services provides translation and interpretation services from the official languages of UNWTO namely Arabic, English, French, Russian and Spanish.

The Department also plays a role in upholding language standards and establishing terminology within the Secretariat. It ensures that the official documents of the UNWTO, including all decisions and resolutions of its governing bodies, are produced in all the official languages.

**UNITERM** is a **multilingual terminology database** maintained jointly by the main duty stations and regional commissions of the United Nations system.

**UNITERM** provides **terminology and nomenclature** in subjects relevant to the work of the United Nations. Information is provided in the **six UN official languages**, and there are also entries in German and Portuguese.

### **Purpose of UNITERM**

This database is a **linguistic tool** created primarily to facilitate the work of United Nations staff members and other people around the world who participated/ interested in the Organization's activities.

The inclusion of an item in this database should not be construed as an endorsement by the United Nations of any particular position, entity or programme.

### **E Books**

The Elibrary includes all the UNWTO publications since 1970 in electronic format. All electronic books can be viewed online through Adobe Reader and can be downloaded.

### **Conclusion**

For those interested in a preview of the elibrary, the UNWTO offers a 30 day trial, with subscription pricing varying by type of institution. Academic subscription fees are based on the institution's total enrolment and then further broken down by number of students in tourism related studies, which the UNWTO defines as "Geography, sociology, Economics, politics, management and other subjects with special focus on Tourism. Sections of the UNWTO website would be improved with a more intuitive interface for browsing and searching. A more functional alternative to browsing is the "A to Z" site map, a navigational tool found at the bottom of most category pages. The site map also allows users to jump to news and events listings by world region.

The UNWTO website is recommended for a variety of audience in the academic, corporate and non-profit sectors, but especially for those interested in the trends, issues, programs and policies pertaining to sustainable tourism. Many users will find what they need with the free offerings, but those seeking more detailed information would benefit from access to the subscription based content.

UNWTO offers leadership and support to the tourism sector in advancing knowledge and tourism policies globally, advocating for responsible tourism and promoting tourism as a driving force towards economic growth, inclusive development and environmental

sustainability. With a current membership of 156 countries, UNWTO encourages the implementation of the Global Code of Ethics in Tourism, in order to maximize tourism's socio-economic contribution while minimizing its possible negative impacts.

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